



June 26, 2015

To: Executive Board

Subject: **Transit Store Report**

Recommendation

Receive and file the Transit Store Report.

Analysis

Pass Sales (Attachments A & B): Sales for April and May totaled \$883,652. The Pass Sales figure represents a decrease of five percent from the sales during the same period of FY 2013/14. The decrease is primarily attributable to a decrease in sales of Student Local and Senior and Disabled passes.

Attachment A provides a graphic representation of the two-month sales figures by store. Attachment B provides a graphic representation of the two-month sales figures by product type. Sales by Transit Store are also summarized in the table below.

Location	April 2015	May 2015	FY 2014/15 year to date
El Monte	\$119,823	\$111,370	\$1,330,249
Pomona	\$94,842	\$92,118	\$1,028,089
Puente Hills	\$ 94,345	\$88,410	\$1,105,897
West Covina	\$68,067	\$63,973	\$729,398
Claremont	\$48,555	\$43,182	\$485,445
Online Sales	\$30,513	\$28,454	\$308,161
Total	\$456,145	\$427,507	\$4,987,238



Phone Activity (Attachments C & D): During April and May, a total of 53,130 phone calls came through the toll-free customer service line. Customer Service Representatives (CSRs) answered 94 percent of incoming phone calls with an average time to answer of 20 seconds. The average handling time of a call was one minute and 39 seconds. Compared to last year, this was a 10 percent increase in the total number of calls received and a 12 percent increase in the total number of calls answered. This improvement may be attributed to the continued focus that Transdev, the Transit Store contractor, has placed on call center management, as well as the capabilities of the reporting mechanism of the new phone system.

Customer call handling					
Month	% of calls answered	Calls received	Calls answered	Average time to answer	Average handling time
April 2015	93.3%	27,283	25,446	0:24	1:39
May 2015	95.7%	25,847	24,724	0:16	1:40
Total	94.5%	53,130	50,170	0:20	1:39

Walk-in Traffic (Attachment E): Walk-in traffic recorded for all stores during this time period totaled 51,686 entries, a 30 percent decrease when compared to the same period in FY 2013/14. This decrease is because no walk-in traffic data was available from the Puente Hills Transit Store for the time period as well as issues with the counters in other stores. The people counters in each of the stores are currently in the process of being replaced with more sophisticated and reliable technology which is anticipated to provide greater detail on the patterns of the customers coming into the stores. This project is still on track to be completed during the summer of this year.

Sincerely,

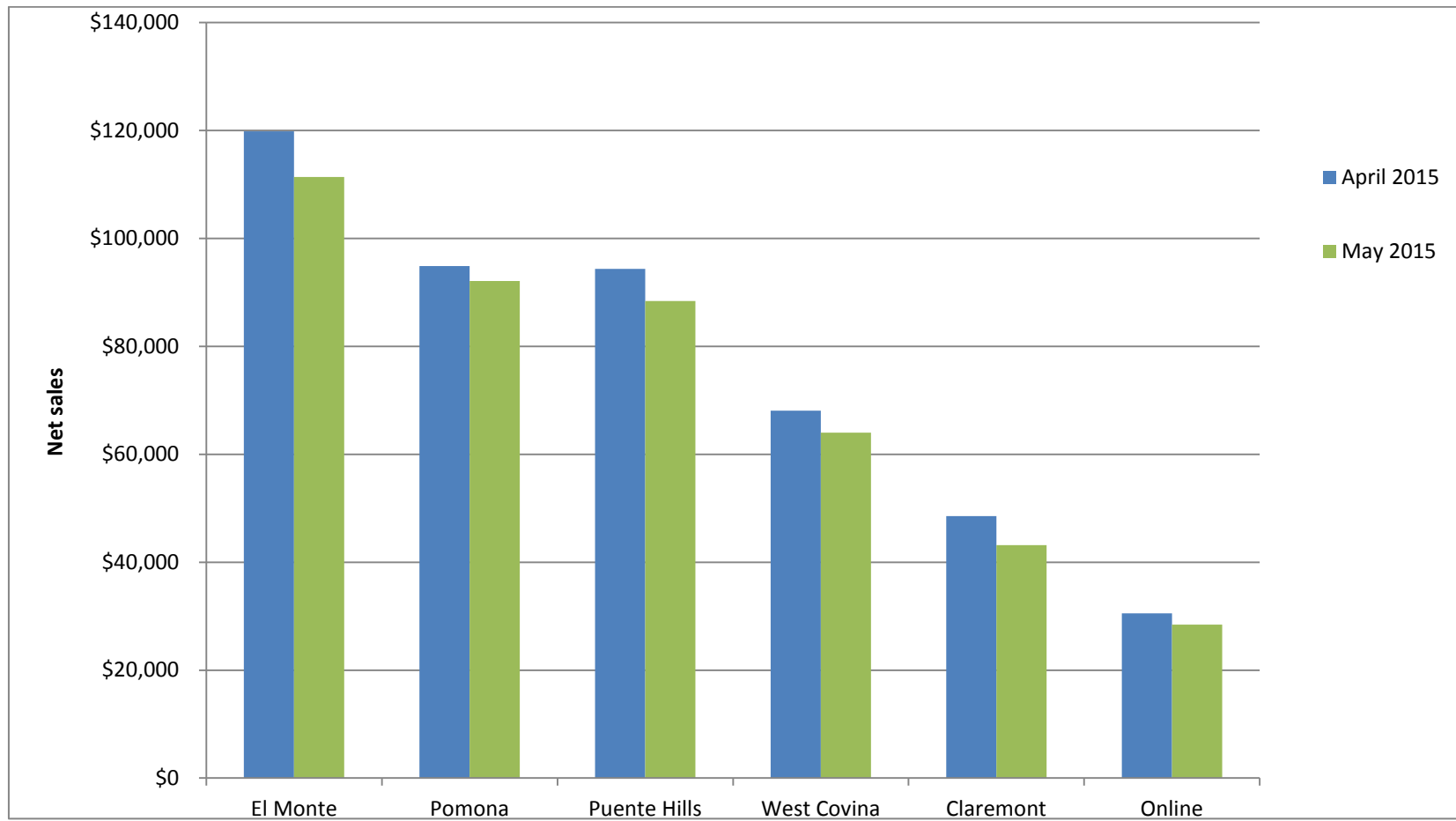
LaShawn King Gillespie
Director of Customer Service & Operations

Doran J. Barnes
Executive Director

Attachments

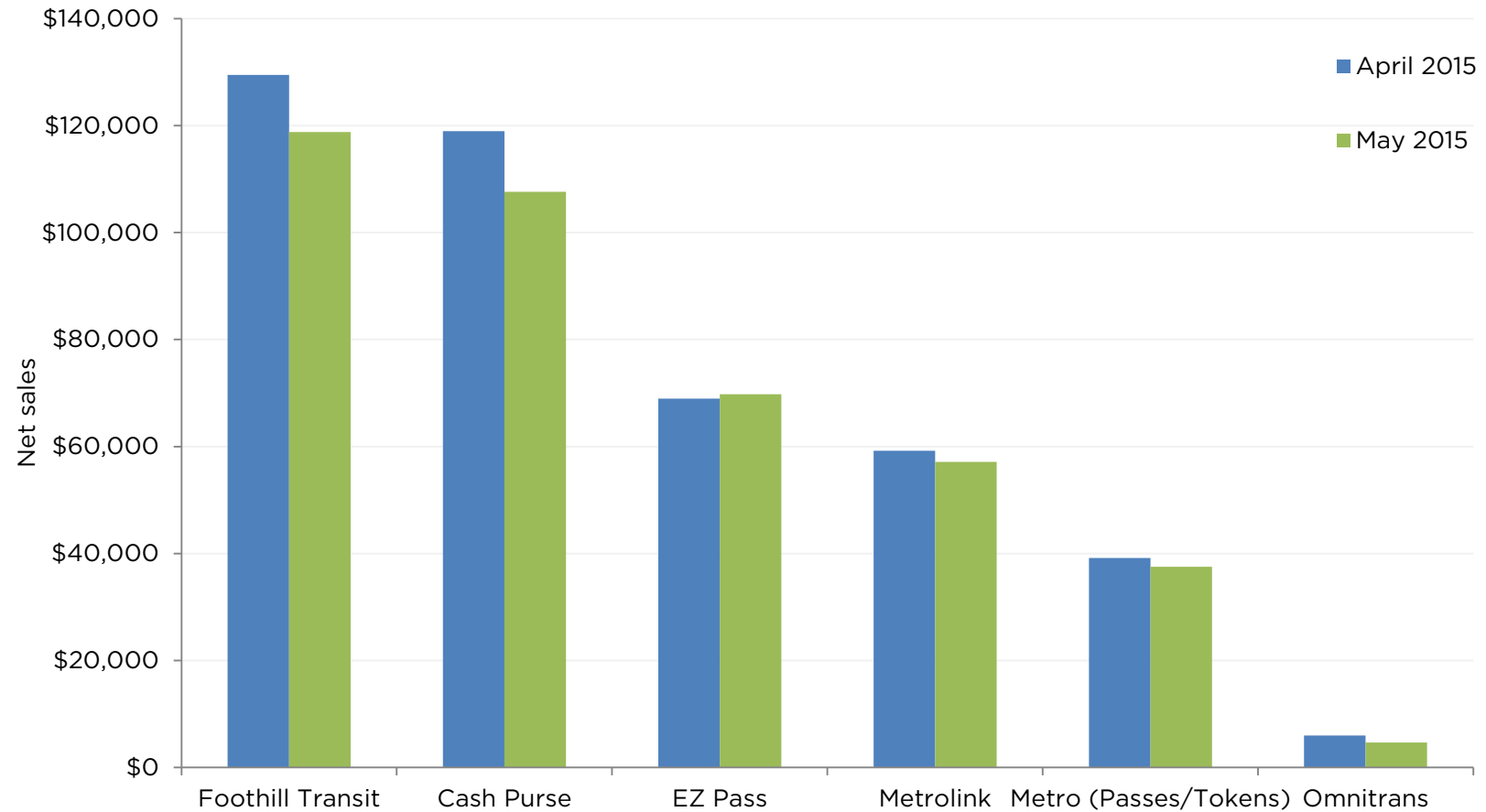
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Sales Trend by Store (April – May 2015)

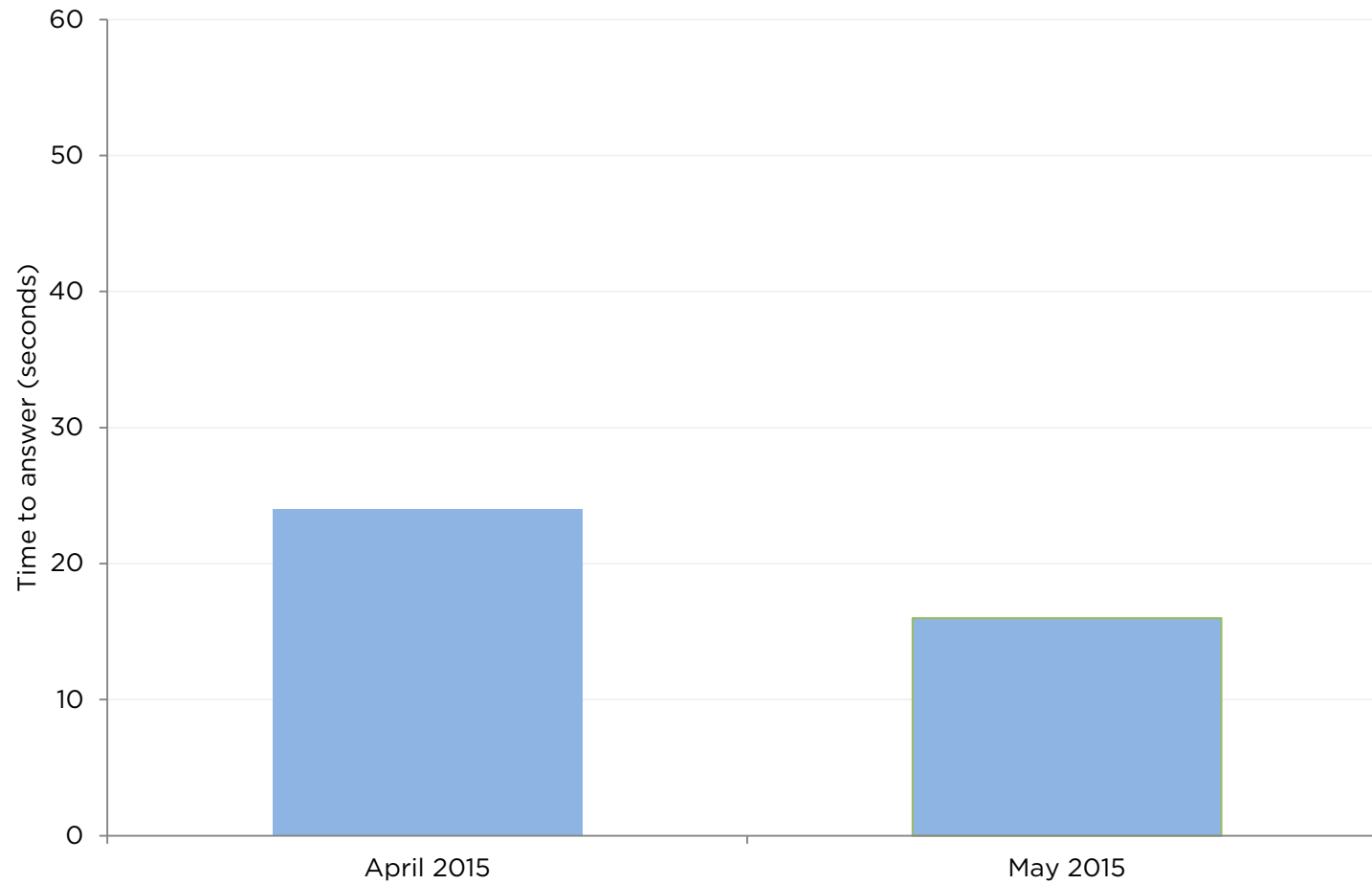


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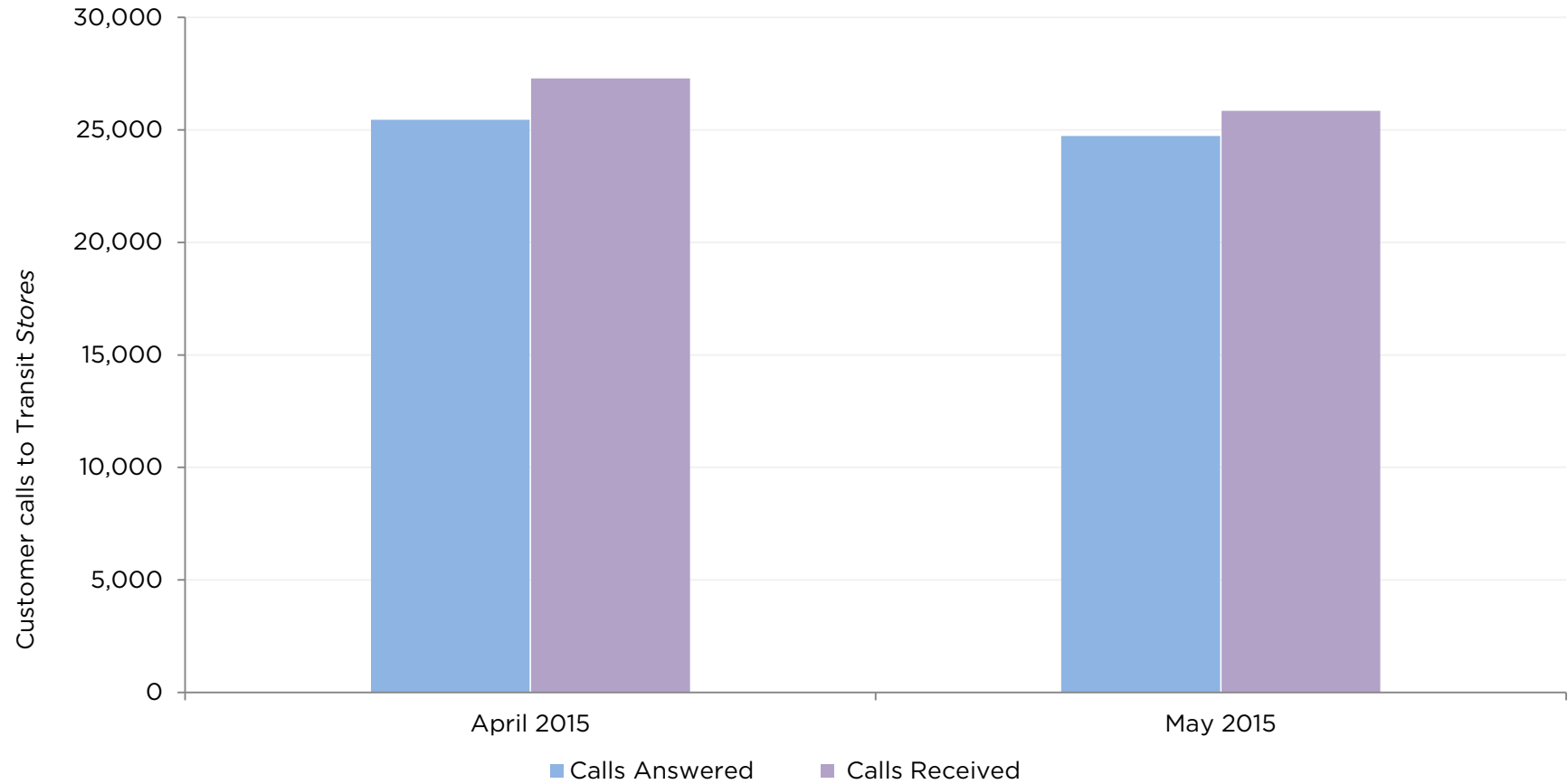
Sales Trends by Product (April - May 2015)



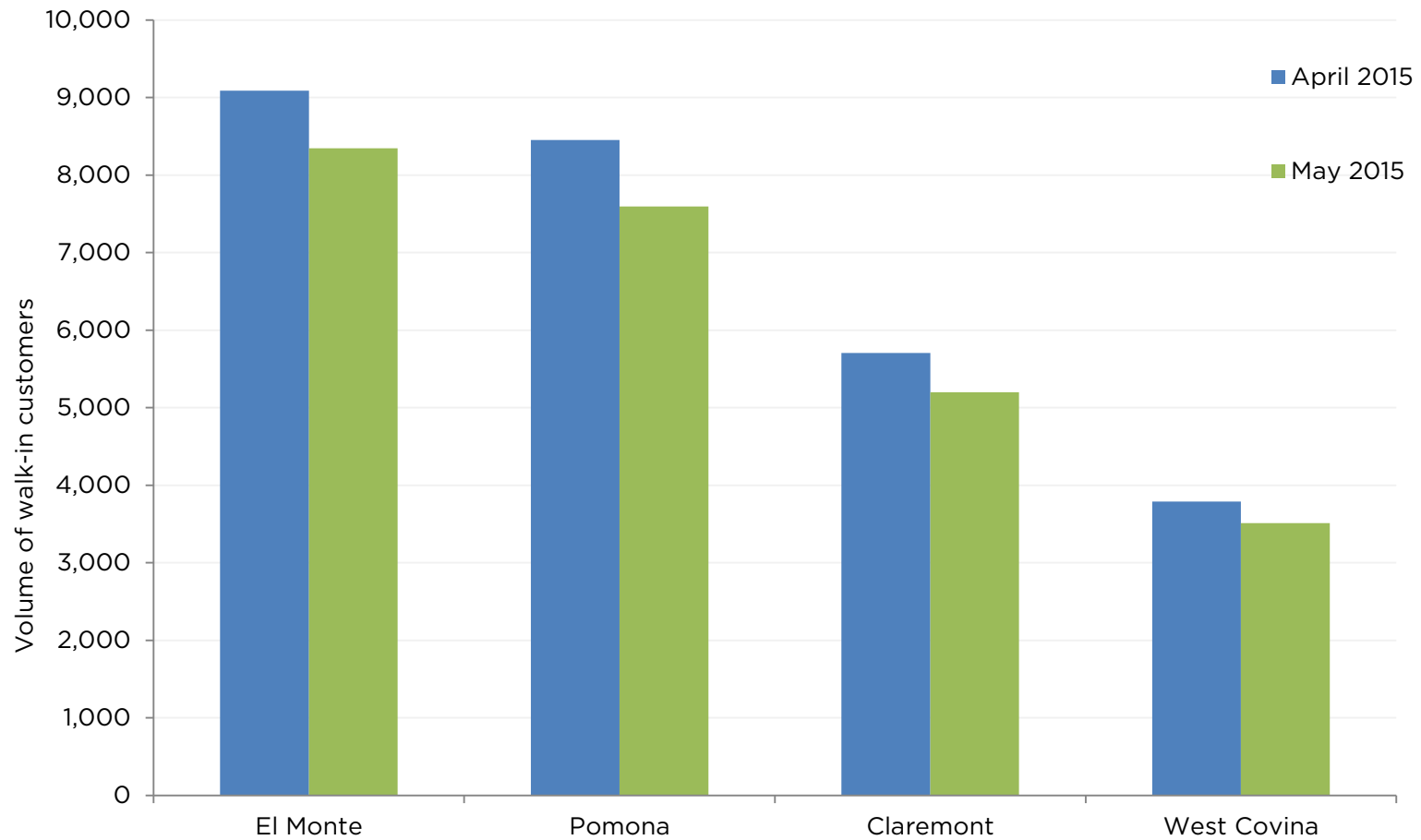
Transit Store Report Average Time to Answer (April - May 2015)



Transit Store Report Total Calls Answered (March – April 2015)



Transit Store Report Total Walk-in Traffic (April - May 2015)¹



¹ Data for Puente Hills location not available due to equipment maintenance.